

Preparedness of the Czech Small Businesses for using Public Cloud Services

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Abstract

Purpose of the article Adequate readiness of employees is a necessary prerequisite of wider cloud computing use in small businesses (SB). The aim of the paper is to analyze selected aspects in relation to individuals and enterprises in selected EU countries from the point of view of preparedness of the SB for communication with using public cloud computing services.

Methodology/methods The analysis and synthesis methods have been utilized and analyses using methods of descriptive statistics and methods of multivariate statistical analysis will be performed to obtain additional information. In the paper was used data available from the Czech Statistical Office.

Scientific aim The indicators of the economic level of the country in question can be used as the general criterion for the assessment of intensity of more efficient ICT; however, experiences and readiness of the employees need to be taken into account as well. The scientific aim of the paper is to identify the critical points of using public cloud computing services in SB as the part of the future competitive advantage.

Findings In an international comparison of SB, public cloud computing services use is relatively low in some EU countries, which is also confirmed by multivariate data analysis. Moreover, it can be stated that the motivation of SB for the use of cloud is insufficient in many respects.

Conclusions SB in the European Union and elsewhere have been facing ever growing requirements in respect of digitization. They have to apply all directives and acts along with the requirements for an efficient, simple and user-friendly form of communication. To choose a usable solution in connection with the available sources is the key aspect of the effectiveness, not only in terms of financial sources but also human resources in these businesses. The paper analyses preparedness to usage of the cloud computing services in the Czech Republic as compared to EU countries with the aim to characterise other possibilities of how to improve the usage of these services by SB. Based on the analyses made, the author state that there is still room to improve preparedness the use of public cloud computing services. In the conclusion, the article characterises the key aspects supporting the development in this area.

Keywords: cloud computing, information technology, small business

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